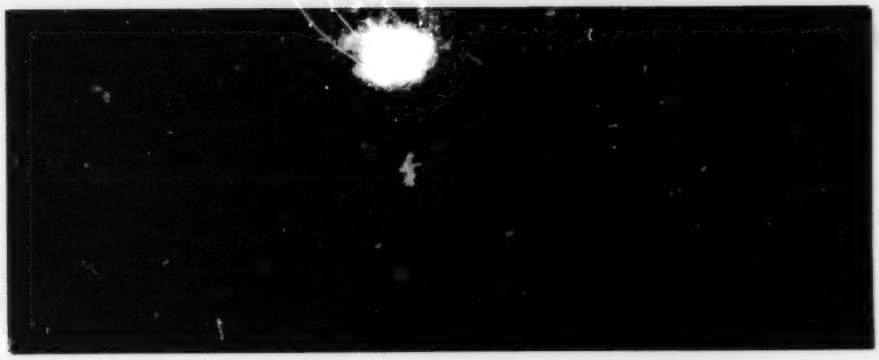
ADF

Saskatchewan Agriculture Development Fund



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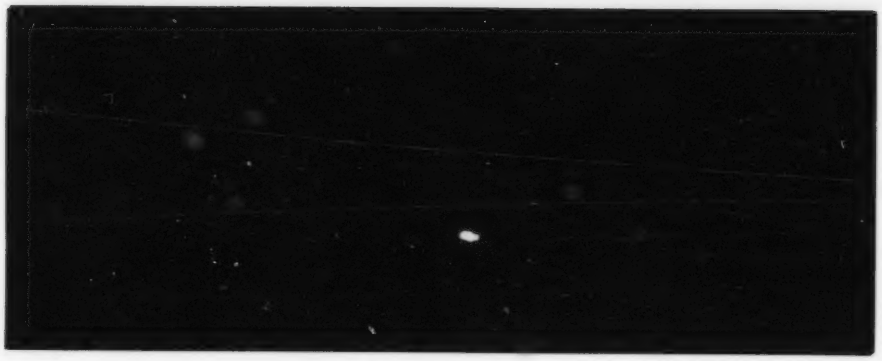
AGRICULTURE DEVELOPMENT FUND

Keeping the agriculture and food industries competitive through Research, Development and Demonstration.



Final Report

5.2-26

Revitalization of Agricultural Societies - Implementation Phase

Conducted by Saskatchewan Association of Agricultural Societies and Exhibitions

Funded by the Agriculture Development Fund

93-02205/

ERDA PROJECT 5.2-26

FINAL REPORT

A Project between Saskatchewan Department of Agriculture and the Saskatchewan Association of Agricultural Societies and Exhibitions.

Project: Revitalization of Agricultural Societies - Implementation Phase.

EXECUTIVE SUMMARY

ABSTRACT

This project developed as a direct response to results of a previous study (ERDA Project 5.2-11) which produced a Manual for Agricultural Societies in Saskatchewan. This project, Revitalization of Agricultural Societies - Implementation Phase,extends the revitalization process one step further in producing an attractive brochure and folder containing fact sheets about SAASE and about member Agricultural Societies. These products are being made available through tourism information centers as a means of assisting Agricultural Societies promote their organization and their activities. The products will also be used in an extensive promotional campaign aimed at encouraging business and industry interest in and involvement with Agricultural Societies.

EXECUTIVE SUMMARY

In 1987 Saskatchewan Association of Agricultural Societies and Exhibitions undertook, with the assistance of ERDA, a study of the means and methods of revitalization of Agricultural Societies as an important educational organization in the community. The outcome of this was an industry operations manual to assist members of Agricultural Societies to more effectively evaluate the needs and opportunities within the community, to clearly identify, based on this evaluation, the goals of their organization and to plan and execute programs to achieve those goals. This manual was the first ever in Canada and received much attention at a national convention in the year of its release.

SAASE provides, through its 74 member societies and in excess of 6000 individual members, a provincial network - rural and urban - reaching all geographic locations throughout Saskatchewan. Other provincial organizations and associations, agri-business, government and educational institutions can access this network when implementing programs.

The volunteer nature of Agricultural Societies means there is a scarcity of human resources available to an Agricultural Society in promoting itself, its operations and its programs beyond community borders. It is incumbent upon the provincial organization to address this need and so this project developed.

A further step in the process of revitalization was identified as the need for a comprehensive portfolio of information about Agricultural Societies and their activities for the purpose of displaying to the general public and informing specific interest groups about Agricultural Societies. It is to increase the awareness of this function of the Agricultural Society -as a co-participant in agricultural based programming -that this portfolio was developed.

The implementation phase has resulted in the production of an information portfolio to present, in an interesting and attractive way, the objectives and activities of Agricultural Societies and perhaps to lay some of the historic background. Agricultural Societies have a proud history in agricultural society and while this is celebrated, it should never be the prime reason for the society's existance.

TECHNICAL REPORT

Abstract

This project is a direct response to results of a previous study (ERDA Project 5.2-11) which produced a Manual for Agricultural Societies in Saskatchewan. This project, Revitalization of Agricultural Societies - Implementation Phase,extends the revitalization process one step further in producing an attractive brochure and folder containing fact sheets about SAASE and about member Agricultural Societies. These products are being made available through tourism information centers as a means of assisting Agricultural Societies promote their organization and their activities. The products will also be used extensively to encourage business and industry interest in and involvement with Agricultural Societies.

The benefits of the revitalization process, of which this project is a part, are substantial - a society achieving an enhanced profile and position of respect within a community is better able to respond to and impact on agricultural issues in the community. This project supports the Agricultural Society in its programming in the areas of educating and assisting its members deal with changes in the agriculture industry and in the rural community, and in educating the non-rural, non-farm population about agriculture, sustainable agriculture, implications of global market conditions.

Background and Objectives

SAASE was formed in January, 1987 on recommendation of the Agricultural Societies Review Committee composed of representatives from Agriculture Canada, Saskatchewan Agriculture, University of Saskatchewan, Saskatchewan Agricultural Societies' Association and Saskatchewan Association of Fairs and Exhibitions. The result was the amalgamation of SASA and SAFE. This new organization applied for and received funding of $30,000 to produce an industry operations manual for use by all Agricultural Societies in Saskatchewan. This manual provided methods for Agricultural Societies to determine their direction and aid in raising the societies' profile in the community and in the province. This first phase of the revitalization process has proved very successful. Subsequent discussion within the organization identified the need for a packet of information for broad distribution. This information should serve as a means of introducing potential sponsors and supporters to Agricultural Societies. It should contain an explanation of the role and objectives of
Agricultural Societies as background information to program planning. It should serve as a visual prompt to tourists and visitors to the province or to
a district within the province. It should be presented in an attractive form and in a style which would be supportive of the gains already made by Agricultural Societies as important educational organizations in the community. It should display the logo of SAASE for ease of identifying the Agricultural Society as a contributing and valued member of the provi ncial association.

The objectives of the implementation phase are to develop a portfolio of information to increase the awareness of SAASE in rural and urban communities, in government and in agribusiness, and to use this promotional material to assist Agricultural Societies work toward recognition as an important and integral part of the community.

Experimental Methods

The information gathered for this portfolio was culled from information gathered in extensive interviews conducted with each of the Agricultural Societies throughout the past two years.
The criteria established for design selection was:

a) reflective of design of Manual for Agricultural Societies - for continuity;
b) choice of materials to be of common stock so that folder can be revised at minimum cost;
c) logo, in color, to be present on folder as means of corporate identity;
d) The plaque is Saskatchewan made, designed and crafted by a Saskatchewan artist.

Results

The outputs of this project are:

2,000 quantity of folders with fact sheets;
2,000 quantity of folders only - for judging seminars, etc.
10,000 quantity of brochure for inclusion with the folders and for general distribution through tourism information centers.
30 presentation plaques in recognition of outstanding service to Agricultural Societies in Saskatchewan.

Conclusions

For more than a century Agricultural Societies have made an important and lasting contribution to the fabric of town and country life in Saskatchewan. Agricultural Societies have played a key role in supporting the extension effort of the University of Saskatchewan, educating farmers during periods of great change in rural life, promoting agriculture and Saskatchewan, developing communities, enriching the lives of individuals and generally improving the quality of agriculture and rural life. Projects such as Revitalization of Agricultural Societies - Implementation Phase will assist the Agricultural Society to continue as important contributor in the community.

Impact on Saskatchewan Agriculture

The benefits of the revitalization process, of which this project is a part, are substantial - a society achieving an enhanced profile and position of respect within a community is better able to respond to and impact on agricultural issues in the community. This project supports the Agricultural Society in its programming in the areas of educating and assisting its members deal with changes in the agriculture industry and in the rural community, and in educating the non-rural, non-farm population about agriculture, sustainable agriculture, implications of global market conditions.

TECHNOLOGY TRANSFER

N/A

PERSONNEL

project manager	Judy Reimer SAASE Office
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production	Copy Right Instant Printing Saskatoon

EQUIPMENT

N/A